



MWR THEME OPERATIONS

October 2004

Introduction:

This month's edition of *E-news* is packed with over six pages of useful MWR Theme Operations information. From ServSafe training to cross-training new managers, we have it all. It's important to mention that *E-News* is compiled and written from information you provide us, so please keep those e-mails coming.

Our opening teams were busy during the month of September with the Grand Openings of two Strike Zones, one Reggie's Express, and one Name Brand Fast Food, Dunkin Donuts. We're proud to be a part of your team in these new business endeavors and look forward to supporting your MWR Theme Operations for a long time to come.

Also in this issue of *E-News* we'll be introducing a new series of short articles about Emotional Intelligence (EI), a relatively new theory about what it takes to be an outstanding leader. Be sure to look for more on EI over the next five issues of *E-News*.

Thanks again for reading *E-News*, and as always I look forward to hearing from you.

Sincerely,

Roger Weger
Chief, Food Services Division



ServSafe at your location

MWR Theme Operations is dedicated to providing food safety training for all our unit managers and team members. In order to achieve this goal we've chosen the National Restaurant Association (NRA) Educational Foundation's ServSafe Program. The mission of ServSafe is simple: "Every person, Every meal, Every day." It starts with the unit manager earning the ServSafe Food Protection Manager Certification. The next step is for all team members to earn their ServSafe Working Guide Certification. Additionally, Unit Managers who score above 90 percent on the exam can apply to become a ServSafe instructor. At our MWR Branded Theme Manager's Conference earlier this year we helped train and certify over 30 unit managers and assistant managers in the ServSafe principles of safe food handling. For more information on ServSafe Training and Certification please contact George Dickson, at George.Dickson@cfsc.army.mil, DSN 761-5228.

Leadership:

IQ and technical skills are important, but emotional intelligence (EI) is also an essential element of leadership.

Recent research shows that while the qualities traditionally associated with leadership—such as intelligence, toughness, determination, and vision—are required for success, they are insufficient. Truly effective leaders are also distinguished by a high degree of emotional intelligence, which includes self-awareness, self-regulation, motivation, empathy, and social skills.

These qualities may sound “soft” and un-businesslike, but there are direct ties between emotional intelligence and measurable business results.

Every businessperson knows a story about a highly intelligent, highly skilled executive who was promoted into a leadership position only to fail at the job. And they also know a story about someone with solid—but not extraordinary—intellectual abilities and technical skills who was promoted into a similar position and then soared.

Such anecdotes support the widespread belief that identifying individuals with the “right stuff” to be leaders is more art than science. After all, the personal styles of superb leaders vary: some leaders are subdued and analytical; others shout their manifestos from the mountaintops. And just as important, different situations call for different types of leadership. Most business mergers need a sensitive negotiator at the helm, whereas many turnarounds require a more forceful authority.

It appears, however, that the most effective leaders are alike in one crucial way: they all have a high degree of what has come to be known as **emotional intelligence**. It's not that IQ and technical skills are irrelevant. They do matter, but mainly as “threshold capabilities”; that is, they are the entry-level requirements for executive positions. Without EI, a person can have the best training in the world, an incisive, analytical mind, and an endless supply of smart ideas, but he still won't make a great leader.

In our next issue we'll explore the five components of EI at work, along with methods for evaluating a person's EI. (POC: Jeff Willis, DSN 761-5227, e-mail: Jeff.Willis@cfsc.army.mil)

Book Review

“Now That's Quick Service That Sells”:

“Now That's Quick Service That Sells!” by TJ Schier, is a comprehensive guest service book for quick service restaurants. The common thread throughout the book is to deliver hospitality and a customized guest experience. TJ does an excellent job of outlining how quick service has changed over the past thirteen years, since the initial release of “Service That Sells”. As our world continues to grow, so do our guests and their needs. TJ is able to clearly illustrate how to compete in this ever-evolving world. One easy to remember example is provided through the use of the acronym “H.O.M.E.S”, “Hands-On Management Ensures Success”. Managing from the office is no longer the standard. The new standard is for management to master multi-tasking skills. For example, while conducting checks of the building and grounds, you should do more than just walk around. Make on the spot corrections as needed and make mental/written notes of how to correct all the noted deficiencies. We highly recommend this easy to read book and are providing additional copies to our Area Managers as suggested reading for all unit managers.

(POC: George J. Dickson, DSN 761-5228, e-mail: George.Dickson@cfsc.army.mil)

Unit News

Sports USA Fort Bragg, NC:

Fort Bragg Sports USA was the host site for the 2nd Annual **FRANK'S® REDHOT® Battle to the Bone™** Buffalo Wing Eating competition held on Saturday, September 18th. Participants consumed over 1500 wings or 30 pounds of chicken during the event.

Participants qualified for the championship round by being the first to clean 12 buffalo chicken wings in their respective heat. There were a total of 10 best speed eaters in the Championship round. These 10 speed eaters ate as many wings as they could within 8 minutes. Winners were judged solely on the quantity of meat consumed after weighing their emptied trays. The winners were:

1st Place: SGT Dustin Charland won a \$200 American Express gift check and a trophy. SGT Charland ate 0.915 lbs of chicken meat off the wing.

2nd Place: PFC Zachery Bryan won a \$125 American Express gift check and a trophy. PFC Bryan ate 0.815 lbs. of Chicken meat off the wing.

3rd Place: SGT Rick Pitt won a \$75 American Express gift check and a trophy. SGT Pitt ate 0.75 lbs. of Chicken meat off the wing. (POC: e-mail: George.Dickson@cfsc.army.mil)



Soldiers participate in the 2nd Annual **FRANK'S® REDHOT® Battle to the Bone™** Buffalo Wing Eating contest.

Grand Opening

Strike Zone Snack Bar Opens at Fort Leonard Wood, MO:

We are pleased to announce that Fort Leonard Wood, Strike Zone snack bar officially opened for business on Wednesday, September 1st.

Ms. Tammy Call, Director of Community Activities welcomed the approximately 150 invited guests to the Grand Opening ceremony. Following comments by Colonel James Abney, Garrison Commander and Keith Elder, USACFSC Director, Business Programs the Grand Opening ribbon was cut and those in attendance had an opportunity to tour the fully renovated facility and enjoy a complimentary buffet of the Strike Zone's most popular menu offerings to include; Primo's delicious pizza, crispy chicken tenders, macho nachos, and much more.

Renovation of the 80,000 square foot, 40 lane facility began in February 2004. Total cost for the Strike Zone snack bar install and upgrade was approximately \$140,000. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).



(L to R) COL James Abney, Mark Onstad, Rebecca Brey, Georgie Lawrence, Keith Elder, SPC Randy Frye, and Tammy Call.

Grand Opening

Strike Zone Snack Bar Opens at Camp Walker, Korea – Walker Bowling Center:

We are pleased to announce that the Camp Walker, Strike Zone snack bar officially opened for business on Tuesday, September 21st.

Mr. Don Cannata, Director of Community Activities welcomed the approximately 100 invited guests to the Grand Opening ceremony. Following comments by Bill Sewell, Chief Food Operations Business Programs the Grand Opening ribbon was cut and those in attendance had an opportunity to tour the renovated facility and enjoy a complimentary buffet of the Strike Zone's most popular menu offerings.

Renovation of the 11,000 square foot, 12 lane facility began in February 2004. Total cost for the Strike Zone snack bar install and upgrade was approximately \$160,000.

This unit marks our 13th Strike Zone snack bar to date. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).



Bill Sewell presents Mr. Kim with the Strike Zone certificate.

Grand Opening

Reggie's Express at the Hilltop Club Opens at Camp Walker, Korea

We are pleased to announce that the Camp Walker, Reggie's Express officially opened for business on Thursday, September 23rd.

Mr. Don Cannata, Director of Community Activities welcomed the approximately 300 invited guests to the Grand Opening ceremony. Following comments by Bill Sewell, Chief Food Operations Business Programs, the Grand Opening ribbon was cut and those in attendance had an opportunity to tour the renovated facility and enjoy a complimentary buffet of the Reggie's Express most popular menu offerings to include; Reggie's Oven-toasted Signature Sandwiches, Primo's delicious pizza, macho nachos, mozzarella cheese sticks, crispy chicken strips and much more.

Renovation of the 14,400 square foot facility began in March 2004. Total cost for the Reggie's Express install and upgrade was approximately \$70,000.

This unit marks our 4th Reggie's Express to date and 55th MWR Theme Operation overall.

Special thanks to support received from KORO, Walter Cade – Executive Chef and Joe Lallamant – Senior, Food and Beverage Analyst for their dedicated efforts both here and at the Camp Walker, Strike Zone snack bar opening. Their assistance and efforts helped insure two successful Grand Opening events. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).



Bill Sewell presents Mr. Ma Cho Yim with the Reggie's Express Certificate.

Grand Opening Name Brand Fast Food Program, Walter Reed Hospital's Dunkin Donuts:

Walter Reed's Dunkin Donuts shop opened its doors on Friday, September 3rd.

MG Farmer, Walter Reed's Commanding General and Mr. Mark Eden, the owner of PBE, Inc., officiated at the ribbon cutting ceremony to the jubilation of approximately 150 customers who had been waiting in line for over an hour to get their donut's, pastries, and gourmet coffee. The store is located in hospital's administration building, at the entrance to the lobby. Approximately 3,000 employees, patients, and visitors pass through and directly by the location every day. While serving the needs of their Walter Reed store, this unit will also will provide product to PBEs other outlets located at Bethesda Naval Hospital and the National Institute of Health.

The store, open only 13 days, is averaging over \$3,000 per day in gross sales. According to Dunkin Donuts headquarters personnel these numbers are phenomenal for a store of that size.

The opening of this unit marks the 14th Army Name Brand Fast Food operation, and the 2nd to be operated by a concessionaire. Walter Reed MWR is currently earning over \$10,000 monthly from revenues being produced from their Subway Sandwich Shop which is located adjacent to the new Dunkin Donuts. Walter Red MWR will realize 10 percent of gross sales from this new venture. (POC: Milo Ambrose, DSN 761-5214, e-mail: Milo.Ambrose@cfsc.army.mil)

ServSafe Tip of the Month

Cross-Contamination:

Cross-contamination occurs when microorganisms are transferred from one surface or food to another. A foodborne illness can result if cross-contamination is allowed to occur in any of the following ways:

- Raw contaminated ingredients are added to food that receives no further cooking
- Food-contact surfaces are not cleaned and sanitized before touching cooked or ready-to-eat food
- Raw food is allowed to touch or drip fluids onto cooked or ready-to-eat food
- A foodhandler touches contaminated (usually raw) food and then touches cooked or ready-to-eat
- Contaminated cleaning cloths are not cleaned and sanitized before being used on other food-contact surfaces

Test your ServSafe Knowledge (See Page Seven for Answers)

1. Q. True or False: A Foodborne-illness outbreak is confirmed when two or more people experience the same illness after eating the same food.
2. Q. True or False: It is the manager's responsibility to teach employees the food safety principles and practices learned in the ServSafe program.
3. Q. True or False: Employees only need to receive initial training in food safety.

Transitions:

Congratulations to Ms. Elizabeth Markham, who was promoted to Manager of Fort Irwin's, Primo's Express. Prior to accepting this position, Elizabeth was the assistant manager of Primo's Express.

MWR Theme Operations is proud to announce Tracy Ansell as Manager of the newest MWR Theme Operations brand Habanero "Mex Fresh", scheduled to open Thursday, October 14th in Mannheim, Germany. Development of the new Habanero burrito brand was a collaborative effort between the Heidelberg 26th ASG and this office. We wish all the best to Mr. Ansell and his team.

If you've been promoted or transferred into a new job within the last 30 days, tell us about it so we can recognize and celebrate your success in our next edition of E-News.
(POC: George J. Dickson, DSN 761-5228, e-mail: George.Dickson@cfsc.army.mil)

Training:

Geoff Boggs from the Fort Eustis Bowling Center just completed one week of on-the-job cross training at the newly opened Fort Leonard Wood Strike Zone. Fort Eustis will be opening their Strike Zone snack bar during 2nd Qtr FY 05. To help better prepare MWR Theme Managers for their own Grand Opening, we've initiated this much-needed familiarization training program. Mr. Boggs returned to Fort Eustis saying, "My trip to Fort Leonard Wood for Strike Zone snack bar training was a very educational experience and I greatly appreciated the support that I received from the entire CFSC team."

Answers to ServSafe Questions:

1. False

2. True

3. False

Feedback:

Thanks for reading *E-News*. We encourage you to provide us your feedback. We're always looking to share good ideas and celebrate your successes in *E-News*. Please e-mail your information to George.Dickson@cfsc.army.mil.

Closing Thought:

The road to success is not doing one thing 100 percent better, but doing 100 things one percent better.

-Anonymous

